

## Allergy Partners Sought to Overcome Complex Challenges to Drive Growth

Allergy Partners is a leading provider of allergy, asthma, and immunology care in the United States. The company was founded in 1979 and is committed to providing the highest quality care to its patients.

### One of the most critical aspects of patient care in the healthcare industry is providing accurate and timely estimates for procedures and services.

This is especially important in allergy and immunology, where patients may have complex conditions and require multiple treatments. Since the Good Faith Law was enacted in 2021, many organizations have established manual processes to meet the requirements. Allergy Partners provide estimates to insured patients as well. For Allergy Partners, their process was manual, time-consuming, and prone to errors. In the front office, employees were feeling burned out due to the time-consuming and repetitive nature of the estimation process. The lack of automation and the reliance on error-prone spreadsheets led to a backlog of estimates and decreased employee morale.

As a growing national provider, an Excel-based system proved unsustainable to keep up with the demands of Allergy Partners' 57 locations. In the support center, the lack of accurate and timely estimates led to several problems, including lost revenue, patient dissatisfaction, and a lack of insights into pricing strategies. Patients were often surprised by their out-of-pocket costs, which led to billing disputes and a loss of revenue.

In managed care and credentialing, the lack of accurate and timely estimates was also causing problems, including ineffective contract negotiations and a lack of insights into pricing trends. The organization could not negotiate contracts effectively with insurance companies because it needed accurate data on its costs. A higher volume of IT tickets was being raised, putting an extra burden on IT resources and diverting their attention from essential tasks. Due to these challenges, Allergy Partners was losing potential revenue and making it difficult to make informed business decisions.

In addition to the practical challenges, Allergy Partners had to meet legal requirements. In the United States, the Good Faith Estimate (GFE) Law requires healthcare providers to provide patients with an estimate of their expected out-of-pocket costs for non-emergency services that are scheduled in advance. This law is designed to help patients make informed decisions about their healthcare and avoid surprise bills. As an organization committed to patient satisfaction, Allergy partners was going above and beyond what the law required by including estimates for insured patients based on their current plan consumption to date. To provide estimates for all their patients, Allergy Partners was looking for ways to modernize their patient estimation process.





# IHC Core Module Enabling Patient Liability Estimation, Contract Management & More.

Imperium Dynamics wanted to enable digital transformation for Allergy Partners and improve their operational efficiency to drive growth by providing them with a digital platform to unify their data and streamline their processes. We worked with Allergy Partners to implement Imperium Health Cloud (IHC) with a custom estimator solution to address their use case of having a patient liability estimation tool.

IHC is a comprehensive healthcare solution that includes a wide range of modules and features that can enable advanced digital growth within the organization. This product, built on Microsoft Power Platform, lays the foundation for healthcare management with a user-friendly interface for managing patient care and connecting to clinical systems, such as electronic medical records, for extending clinical workflows to optimize patient experience. IHC offers modular solutions, including HIPAA-Compliant Texting, Patient-Reported Outcomes Measures (PROMS), Appointment Reminders, and Care Journeys.



Imperium Health Cloud's Core module and customizations enabled Allergy Partners to store all patient data in one place, making it easier to access and manage. The Patient Estimator Tool enables them to estimate patient costs accurately and bill patients. Allergy Partner's users can auto-calculate patient responsibility for all the line amounts by filling out the patient estimate form. With this, they provide patients with a clear understanding of their costs before they receive care, reducing the post-treatment stress of managing the finances.

Within the designed solution, Power Automate flows were set up to automate the process of scheduling appointments, billing patients, and generating reports, allowing employees to focus on strategic business tasks. Also, the enablement of Power BI dashboards provides real-time insights for data-driven decision-making. The dashboards provide data relating to clinic users and support centers and their performance and usage rates, allowing Allergy Partners to identify areas of improvement. For example, Allergy Partners can use the insights to identify trends in patient visits, revenue, and expenses. This information can then be used to improve the quality of care, increase revenue, and reduce costs.

To keep Allergy Partners' data secured, Imperium set up custom role-based security within the platform, which managed the user-level permissions of patient records to avoid unauthorized access to information and prevent information breaches.



**Cody Proctor**

Director of Application Services  
Allergy Partners

"You guys laid out the structure exactly like what we had in mind, and we had the chance to optimize it to make it even better according to our needs."



# Enhanced Digital Transformation Enabling Increased Automation & Visibility



IHC allows Allergy Partners to achieve its vision of improving operational efficiency and driving growth. Automation of calculations and reduction of manual data entry streamlines the estimation process, freeing up front office staff to focus on patient care and other essential tasks, increasing efficiency and productivity. Sleeker and more professional-looking estimates enhance patient perception and overall satisfaction. Additionally, the ability to print quotes for discussions about future potential services allows front office staff to engage in more comprehensive patient discussions and proactively address their healthcare needs.

By tracking critical metrics related to patient estimates, the support center can monitor practice performance and identify areas where intervention or optimization may be needed, leading to better practice management and improved financial performance. Also, comparing estimates with actual claims allows the support center to identify discrepancies and potential areas for revenue recovery, ensuring that the practice maximizes its revenue potential. The time to update contracts for managed care and the credentialing team has been significantly reduced from five days to just one hour, ensuring that estimates are always based on the most up-to-date contract information. Real-time visibility and control over contract updates ensure that all stakeholders know about changes and can take appropriate action, leading to better contract management. All in all, the new system is a success, operated by more than 300 users.

"We can automate the patient estimation process, track compliance across locations, and view deep reporting insights on estimate utilization. And now our Managed Care and Credentialing teams can update contracts in 1 hour instead of 5 days!"

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